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*Richglad Garden*

3003 Hawthorne Avenue  
RICHMOND, VIRGINIA

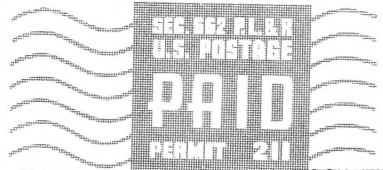
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*Gladiolus*

FOR 1942

BPI

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U. S. Department of Agriculture  
Washington, D. C.



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★ AUG 17 1942 ★

U. S. Department of Agriculture

ALANDALE—Huge new deep pink.  
BRIGHTSIDES—Canary yellow flushed apricot.  
MINUET—Finest of all lavenders.  
MRS. LULU HUNT—Very fine early pink.  
PARADISE—Tall orange; vigorous grower.  
PICARDY—Light salmon-apricot. Most popular gladiolus.  
RAPTURE—Light salmon with creamy yellow blotch.  
SPIRIT OF ST. LOUIS—Burnt orange; throat dotted red.

## GROUP 2

Medium 1 — 1¼" 3 for 5c; 10 for 15c; 100 for \$1.00.  
(25 bulbs at 100 rate.)

**PICARDY**—Beautiful light salmon apricot.  
**GRAPHIC**—Early deep lavender.  
**LUSTRE**—Tall brilliant crimson; medium size florets.  
**RUTH HUNTINGTON**—Violet-lilac; red-purple feather.

You may also order # 4 size Debonair, Excellence, Farrington, Gold Eagle, Nola, Queen Helen II, Rose Splendor, Vagabond Prince, White Butterfly, and Zillah at the above prices.

AL SMITH—Early salmon rose. Fine.  
 AVE MARIA—Light violet blue with small purplish blotch.  
 BEACON—Rose scarlet with large cream blotch.  
 BETTY BOB-UP—Yellowish pink sport of Betty Nuttall.  
 BONNEVILLE—Bright glistening pink of deep tone.  
 CAMELIA—Blush-white with small orange scarlet blotch.  
 CARVED IVORY—Clear white of very heavy substance.  
 CHAS. A. STEVENS—Large flowers of soft rose-pink; lighter throat.  
 CHIEF MULTNOMAH—Very fine smoky with red blotch.  
 COLONIAL MAID—Tall light lavender. New.  
 DEL RAY—Light red with white throat.

AMRITA—Ruffled apricot of heavy substance. Yellow throat.  
BINGO—Soft creamy white sport of Picardy. Very fine.  
BYE-LO—La-France pink blending to lighter throat.  
CORAL GLOW—Coral-red; deeper throat marking.  
MARGARET BEATON—White with tiny orange-scarlet blotch.  
MAXWELTON—Tall rose-colored Picardy seedling.  
SWEET ALIBI—Ruffled geranium-pink with lighter throat.  
WENONAH—Bright salmon-pink; many florets open.

Large bulbs 10c; medium 5c.

Special assortment containing many of the best named varieties from our general list (in mixture, and not labeled) made up especially for your order, which assures you a complete color range. Large bulbs, 1¼ inches or more in diameter.

25 for 50c; 50 for 75c.  
100 for \$1.50 — All Postpaid.

**No Orders for Less Than  
\$1.00 Please**

PLEASE NOTE THAT BULBS ARE PREPAID AT ABOVE PRICES. DO NOT COMPARE OUR PRICES WITH PRICES WHERE YOU ARE REQUIRED TO PAY SHIPPING CHARGES.

**RICHGLAD GARDEN - 3003 Hawthorne Ave. - RICHMOND, VA.**

CUT HERE

ORDER BLANK

Richglad Garden

3003 Hawthorne Avenue  
RICHMOND, VA

Mr.

Mrs.

Miss

(Please write plainly or print name)

(Street No. or R.F.D., Please)

(Post Office and State)

DATE

1942.

\$

QUANTITY

SIZE

NAME OF VARIETY

AMOUNT

TOTAL

\$

**DUNA**—Soft light pinkish buff; unusual color.  
**ELLEN MARIE**—Rich salmon-pink with light buff throat.  
**ELOISE**—New Lavender with red feather; tall spikes.  
**FIREFLY**—Bright scarlet with white lines on lip.  
**FLORENCE WINTERS**—Large ruffled creamy white; purple feather.  
**GOVERNOR PINCHOT**—Deep rose self-color. Unusual.  
**HELENA**—Lavender pink with darker lines in throat.  
**HILDRED**—Deep pinkish lavender with deeper feather.  
**IEKA**—Distinctive gray shaded wine-red.  
**IMPROVED LACINATUS**—Finest lacinated rose-pink. Very new.  
**JERSEY CREAM**—Deep rich cream decorative type.  
**JOAN ELAINE**—New waxy white with cream shading in throat.  
**LADY LOVE**—Beautiful lavender-pink; creamy yellow throat.  
**LEONA**—Best all-purpose rose-red.  
**LUCIFER**—Orange-scarlet with amaranth crimson throat.  
**MAJOR BOWES**—Bitter-sweet pink with yellow throat.  
**MISS BLOOMINGTON**—Rich lemon-yellow. Fine.  
**MRS. R. H. BURTNER**—Sparkling clear white; lavender feather.  
**MRS. GEO. W. MOULTON**—Violet-red or cerise. Stippled throat.  
**MOTHER MACHREE**—Golden lavender with orange and grey tints.  
**ORANGE DELIGHT**—Lacinated apricot orange miniature.  
**PHYLLIS McQUISTON**—Large pure pink.  
**RECOVERY**—Salmon overlaid with rose. Many open.  
**REVERIE**—Light pink and cream. Very beautiful.  
**ROBERT THE FIRST**—Pale rose-purple with deeper throat.  
**ROSE PENDLETON**—Pinkish-rose with dark red blotch.  
**ROZAN MARIE**—Rich deep salmon pink.  
**SILVER COMET**—White; cream throat and violet feather.  
**SNOW SHOE**—Large pure white; cream throat.  
**SWAN**—Soft white; creamy tones in throat. Fine.  
**TOKEN**—Early peach-red or flame-salmon.  
**VALERIA**—Very large fine red variety.  
**VANGUARD**—Ruffled light orange-salmon decorative.  
**VERMILION**—Deep orange with large white blotch.  
**WHITE SWORD**—Extra fine tall white.

Large bulbs 3 for 10c; 10 for 25c.  
 Medium 3 for 5c; 10 for 15c.

### GROUP 5

**BETTY NUTHALL**—Coral pink; yellow throat marking.  
**BIT O' HEAVEN**—Beautiful orange; many open. New.  
**DR. DENTZ**—New rosy pink from Holland.  
**EARLY ORANGE**—Bright orange decorative. Fine.  
**GLOAMING**—Purple with cream throat. Medium size.  
**PEGGY LOU**—Picardy in a deeper color. New.  
**PREDOMINATOR**—Rich salmon-scarlet.  
**T. A. WESTON**—Pure deep salmon-pink; creamy throat.  
**TANGERINE**—Glowing orange primulinus.  
**PELEGRINA**—Deep velvety violet blue. Weak grower.  
**YELLOW EMPEROR**—Rich yellow of good substance.

Large bulbs 3 for 10c; 10 for 25c; 25 for 50c.  
 Medium 3 for 5c; 10 for 15c; 25 for 30c.



*Matoaka*

# Richglad Garden

## GLADIOLUS





# OUR FORMER INTRODUCTIONS

## BLAZE (E. H. Lins)

A blaze of pure brilliant scarlet with a sheen so bright it has the appearance of being varnished. It opens 4–6 five-inch florets, with 5–7 additional buds in color, on slender straight spike of 18–20 buds.

A seedling of Picardy x Southern Cross, it has Picardy's faults; some stubby spikes; some poor placement, particularly lower florets, and has a tendency to produce more than one spike from large bulbs, probably worse than Picardy in this respect. Some do not consider this a fault. Probably a heavier increaser than Picardy and bulb-lets germinate fine.

As seedling 3433LR, it was awarded a Vote of Commendation in 1939 and an Award of Merit in 1940 at Maryland Gladiolus Society Trial Grounds. Midseason blooming 70 to 75 days. We quote from letters received during the past season:

Mr. J. T. Robertson, Washington:

"I have been cutting some real spikes. This morning Blaze was one of them and it certainly was a blaze of color in the early morning light. And the spike was just about all that one might desire.

Mr. Harold Janes, Wisconsin:

"Blaze was lovely and a real worthy red."

Mr. Robert Beattie, Rhode Island:

"Blaze is the brightest red I have ever seen in the floral world."

Mr. H. V. Wright, Maryland:

"I hope Blaze continues to perform as well as it has for us in the past two seasons, for we surely need new varieties in this color."

Mr. W. Jay Dittman, Michigan:

"Blaze is tops. Big, tall, showy and excellent habits. Never shall forget the morning I walked into the garden and saw it for the first time. It attracted much attention."

Mr. Nic Byvoet, Holland and Virginia:

"Blaze. No doubt a comer. It is the color the market is looking for. It grew good for me, although planted late and not under the best conditions."

Mr. Lloyd Downing, Minnesota:

"It is tall, straight, has good placement and attractive color; a good bulb maker and very prolific. This variety should be given a thorough trial by every commercial grower."

**Large bulbs 25c each; 10 for \$2.00.  
Medium 15c each; 10 for \$1.20.  
Small 10c each; 10 for 80c.  
Bulblets 10 for 25c; 100 for \$2.00.**

## DIXIE BELLE (E. H. Lins)

Medium decorative type of brilliant orange color; throat lighter, peppered reddish orange, somewhat on the order of a gloxinia. Exquisite sheen, having appearance of tiny particles of gold dust ground in with the orange pigment, that appear to shimmer in the sun. Throat marking not only blends with rest of flower, but seems to enhance its beauty; 3-3½-ft. spikes with 6–7 heavily ruffled florets open and several in color at one time on straight spike of 18 buds. Placement and styling very formal.

As seedling EHL No. 1, Dixie Belle was awarded a Vote of Commendation by the New England Gladiolus Society for 1939. It has everything to make it perfect for home decoration and should prove valuable for fine floral work.

Mr. W. Jay Dittman, Michigan, reports:

"Dixie Belle is an excellent decorative and beautiful vase glad. I liked it immensely."

**Large bulbs 15c each; 10 for \$1.00.  
Medium 10c each; 10 for 75c.  
Small 2 for 10c; 10 for 45c.  
Bulblets 100 for 25c; 1,000 for \$2.00.**

## FLAME NYMPH (E. H. Lins)

This seedling of Aflame x Giant Nymph seems to have the good qualities of both parents and retains only one of their faults; that is, the florets are somewhat loosely attached to spike like Aflame. It is pure pink in color with medium creamy white blotch opening about seven wide-open 5½-inch florets on tall straight spike of twenty-two to twenty-four buds all showing color. Generally a very reliable performer and reported very favorably by Legion Trial Gardens.

**Large bulbs \$1.00 each; 10 for \$8.00.  
Medium 50c each; 10 for \$4.00.  
Small 25c each; 10 for \$2.00.  
Bulblets 10c each; 10 for 80c.**

## FLARE (E. H. Lins)

Wonderful scarlet red variety of unusual beauty of both form and color, and a proven consistent producer of fine spikes in almost every section of the country. It opens 5–6 very attractively formed 5- to 5½-inch florets on tall straight spike. Plants average 4-ft. in height with 18 buds on a flower-head of 20". Reports on Flare continue very favorable. Mr. W. Jay Dittman,

Michigan, comments: "Flare—a lovely scarlet that makes you stop and look and look." Grow Flare this year at these new low prices.

**Large bulbs 10c each; 10 for 80c.  
Medium 2 for 10c; 10 for 45c.**

## MATOAKA (Brauer)

(See Illustration, Inside)

Rich velvety red, seventeen to eighteen 4½-inch florets, 7 to 8 open on 20- to 24-inch flowerhead; always straight with good double-row placement, blooming 65 to 70 days. Very vigorous grower with broad upright dark healthy foliage which stands out in field. Matoaka seems to perform better each season. Maryland customer reports ten open. Blue ribbons single spike Maryland Show, 1940; two blue ribbons three spike, blue ribbon single spike and purple rosette for both single and three spike, Sioux City, 1940; purple rosette best spike, recent introductions, N. E. G. S. seedling show, August 25, 1940, all in keen competition. We had many spikes like the six pictured herewith from our small planting of large bulbs and several reports similar to the one from Mr. W. J. Dittman, Michigan, as follows:

"Matoaka is the last word in the Black ones—long flowerhead, tall, stately; petals like velvet, and perfect growing habits. It should force all other dark reds out of the picture in the field and on the show table."

**Large bulbs 25c each; 10 for \$2.00.  
Medium 15c each; 10 for \$1.20.  
Small 10c each; 10 for 80c.  
Bulblets 10 for 25c; 100 for \$2.00.**

## MILDRED CHANDLER (Pearson)

We feel that we merit the right to be co-introducer of this seedling, having selected it in Mr. Pearson's seedling patch some years ago. Since then, our judgment has been confirmed by Maryland Gladiolus Society Trial Gardens where it received an Award of Merit in 1939 as seedling 35P400. Named for the wife of the Senator from Kentucky, by permission, it has been exhibited only at Rhineback, N. Y., where it won first in the orange class for Mr. W. M. Anderson, Millbrook, N. Y., who says:

"It attracted considerable attention in my patch and I believe it will be worthwhile. There is something about the color that one will stop and look at the second time, and in this regard it is rather distinctive and resembles no other variety whatever."

Maryland Gladiolus Society Trial Gardens reports:

"This seedling of the exhibition type produced fine spikes 49 inches high with 17 buds on 22-inch flower heads and eight 4½-inch florets open in the field. The color clean and attractive, the spike straight and the placement good. Florets are slightly hooded, with red throat markings."

Color not a true orange and could be described as orange-red with tangerine throat. Parentage Picardy Seedling x Mary Brown. Blooms 70–75 days.

**Large bulbs \$2.00 each; 10 for \$15.00.  
Medium \$1.50 each; 10 for \$10.00.**

## MERCURY (E. H. Lins)

Name of this variety changed from "NAVAJO" in order to avoid duplication of names. This wonderful seedling #1-3550, now named MERCURY, is described by the following excerpts from report of National Gladiolus Show, Minneapolis, published in September 12, 1940, issue of *Florists' Review*, as follows:

"E. H. Lins of Cologne, Minn., took the American Home Achievement Medal with a vase of three spikes of his seedling #1-3550. This is a large scarlet with a somewhat deeper throat. There were six spikes of this variety in the show and all were tall straight spikes. This variety was also judged Grand Champion Spike of the show, an unusual honor for a seedling; six of the seven judges selected #1-3550 on the first ballot."

A seedling of Picardy x Commander Koehl, Mercury had the ability to produce massive show spikes. Experienced gladiolus growers pronounce it a distinct break in color, not to be confused with usual run of scarlets since it carries very little, if any, orange. A wonderful grower and even large bulbs of Mercury dug this fall produced bulblets. Mr. Lins seems to have had a break in the reds, beginning with Blaze introduced by us in 1940, which received an Award of Merit at Maryland Gladiolus Society Trial Grounds, 1940, Red Spire and several seedlings we now have under test which you will hear more about later.

**Large bulbs \$5.00 each;  
Medium \$2.50 each.  
Small \$1.00 each.  
Bulblets 25c each; 10 for \$2.00.**

## ORANGE ROSEBUD (Burtner)

Small decorative of lovely capucine orange coloring with conspicuous yellow throat. Orange coloring inclined to old gold with unusual rosebud type of floret of very beautiful form. Plants 3–3½-ft. with rather heavy straight spikes of 9–10 buds opening 3–4 florets of less than 3-inch in diameter. Placement sufficiently irregular to qualify as small decorative. In our estimation, a small decorative variety must have unusual beauty of both form and color to warrant its introduction and in this respect, Orange Rosebud will please the most critical. We look forward to the time that this type of gladiolus will be in demand for many types of finest floral decoration.

**Large bulbs 25c each; 10 for \$2.00.  
Medium 15c each; 10 for \$1.20.  
Small 10c each; 10 for 80c.  
Bulblets 10 for 25c.**

## RED SPIRE (E. H. Lins)

Red with suggestion of rose, opening five to six 5½-inch florets on tall straight spike of eighteen to twenty buds. In three years' trial have never had a crooked spike. Legion Trial Gardens, Spring Green, Wisconsin, reports:

"Height, 64 inches; head length, 29 inches; number of buds, 20, six open—five in color; size florets, 5½ inches with the comment 'Marvelous spike.' Liked by all who saw it."

**Large bulbs \$1.00 each; 10 for \$8.00.  
Medium 50c each; 10 for \$4.00.  
Small 25c each; 10 for \$2.00.  
Bulblets 10c each; 10 for 80c.**

## RIO RITA (E. H. Lins)

As seedling 3429RR, Rio Rita was first in orange seedling class, Wisconsin State Show, 1939, and received Vote of Commendation at Maryland G. S. Trial Garden. For 1940, it received Vote of Commendation N. E. G. S. and the Alfred M. Butler Perpetual Trophy for Large Decorative Type receiving the highest score for the entire season. Rio Rita scored 87.

A very fine orange-red with somewhat deeper throat marking. A seedling of Picardy x Pfitzer's Triumph and color about midway between these two great gladiolus. Plants average about 4½-ft., opening about six 5½- to 6-inch slightly ruffled florets, with 5–6 additional florets showing color, on tall straight spikes of about 18 buds. Good placement, texture and substance and unusually fine keeper, opening well when cut in bud.

Excellent grower and propagator, performing like Picardy; has a vivid color and consistently produces a large percentage of show spikes. We believe Rio Rita will become very popular both as a garden variety and as a commercial.

**Large bulbs \$1.00 each; 10 for \$8.00.  
Medium 50c each; 10 for \$4.00.  
Small 25c each; 10 for \$2.00.  
Bulblets 10c each; 10 for 80c.**

## SOUTHLAND (Brauer)

One of our outstanding performers last season and just as beautiful as its name. Rich deep salmon-pink with scarlet blotch, typical Pfitzer's Triumph strain in size, form and substance, opening six or more 5-inch florets in perfect double-row placement on straight spikes. Strong grower, heavy propagator and bulblets germinate well but make only small bulbs first year. Two-year bulbs are as fine as we have ever grown from any variety. Very beautiful clear color.

**Large bulbs 50c each; 10 for \$4.00.  
Medium 25c each; 10 for \$2.00.  
Small 15c each; 10 for \$1.20.  
Bulblets 10 for 50c; 100 for \$2.00.**

## YELLOW JEWEL (Burtner)

Beautiful deep yellow with reddish orange throat marking, slightly ruffled. Usually opens 5 beautifully formed 3- to 3½-inch florets, perfectly placed on well proportioned straight spikes of 3½- to 4-ft. It is the clearest and brightest deep yellow color we have seen in gladiolus and well merits its name Yellow Jewel. Easy grower, heavy propagator and fine bulb maker, producing large percentage of #1 bulbs from bulblets.

Michigan customer reports:

"Lovely deep yellow—red in lower throat and slightly on lower petals. Excellent cut-flower and gorgeous under artificial light."

**Large bulbs 10c each; 10 for 80c.  
Medium 2 for 10c; 10 for 45c.  
Small 2 for 5c; 10 for 20c.  
Bulblets 100 for 25c.**

# NEW GLADIOLUS FOR 1942 . . .

## BELMAR (Lins 1942)

A large fluted and ruffled creamy pink with light red feather over cream-buff throat marking. As seedling # 3559G, it received an Award of Merit Minnesota 1938, and for 1940, Massachusetts customer reports 24-inch flowerhead, 20 buds and 6¼-inch florets. For 1941, Frazier Flower Gardens, Woodland, Wash., reports 23-inch flowerhead, 20 buds; 8 open, 7 showing color and 7-inch florets. Good substance and texture, with beautiful coloring and form, well proportioned and the large florets are well balanced by buds showing color. Belmar is a great exhibition variety. Excellent propagator and a large stock permits a low introductory price. Blooms 90-95 days.

One large, 2 medium and 2 small,  
the five (5) bulbs for \$2.00.

## MELLOWGLOW (Lins 1942)

A beautiful combination of cream and pink, of heavy substance and waxy texture, with triangular needlepoint florets to make it even more attractive. Legion Trial Gardens reports 26-inch flowerhead, 18 buds; 6 open and 4 in color with 5¼-inch florets; Mrs. O. R. Gouverneur, Diamond, Mo., reports 24-inch flowerhead with six 6-inch florets open under field culture. Well proportioned spikes of about 4 feet with excellent placement.

As seedling # 3559C, Mellowglow was awarded a FIRST-CLASS CERTIFICATE; also the CHAMPION SEEDLING AWARD and the AMERICAN HOME ACHIEVEMENT MEDAL at Minnesota Gladiolus Society Show, 1941. Blooms about 85 days.

A large stock permits an unusually low introductory price for a gladiolus with the record of Mellowglow.

One large, 2 small and 2 medium,  
the five (5) bulbs for \$2.00.

## STOPLIGHT (Lins 1942)

Brilliant ruffled red florets of heavy substance and fine texture; perfectly placed on always straight spikes of about four feet under field culture. Reports indicate 55-inch plants open; florets

**RICHGLAD GARDEN - 3003 Hawthorn**



4½ to 5 inches. Produces finely balanced spikes even from smaller sized bulbs. Blooms 90 to 95 days.

As seedling # 3559H, STOPLIGHT won first in the open three-spike class and BEST SEEDLING AWARD, at Illinois Gladiolus Society Annual Show, 1941. Another break in the reds for Mr. Lins and you cannot go wrong with STOPLIGHT. Excellent propagator and a large stock again permits a very low introductory price.

**One large, 2 medium and 2 small,  
the five (5) bulbs for \$2.00.**



*In offering these new varieties, we feel that we are making a real contribution to the already large number of varieties now in commerce. All of these varieties have been tested for six years and have demonstrated their worth.*



## **PREMIUM BULBS**

For each \$1.00 of your order this year, we will include two large or medium bulbs of Dixie Chief, a huge scarlet-red seedling we have had under test for several years. Early orders get the large bulbs and we have a large stock of them. We have been urged to introduce this seedling by such fanciers as Mr. W. Jay Dittman and several others. Although a vigorous grower, it cannot stand bad weather conditions and for this reason, we do not think it should be introduced. If you grow only a few glads and can take care of it, you will probably like it immensely as do most everyone who sees it. If you don't want it or have had it as Seedling 336-38, just let us know and we will put in something else worth while.

Don't expect many extras at these prices. Just make your order large enough so we can afford the additional parcel post charge and get a very pleasant surprise.

**LET US HAVE YOUR ORDER  
BEFORE JUNE 1st. AFTER THAT  
DATE WE RESERVE THE RIGHT  
TO SUBSTITUTE BOTH VARIETY  
AND SIZE. WE CANNOT SUPPLY  
OUR OWN ORIGINATIONS AFTER  
JUNE 1st.**

**Hawthorne Ave. - RICHMOND, VA.**

## SORRY, FOLKS!

No labor and illness. Due to the fact that we could not get labor late last season, only about one-half of our bulb crop was dug. For the same reason, we have just completed cleaning and made up a stock sheet to enable us to put out this price list. This was further delayed by three months in hospital and convalescence. So if your letters were not answered, don't judge too harshly.

The prices quoted in this list are CLOSE-OUT PRICES. However, we have not yet announced that we are going out of business, although we may do so. However, we want to save our large stock of new varieties and seedlings — Mr. Lins and our own. Yes Sir, we have several of our own seedlings under test.

At these prices we cannot afford correspondence. In fact we have not the time for it. PLEASE GIVE SECOND CHOICE, PERMISSION TO SEND SMALLER BULBS OF EQUAL VALUE OR SUBSTITUTE. JUST WRITE IT ON YOUR ORDER. However, we have considerable quantity of most of the varieties listed and you will get what you order if you don't wait too late.

DON'T SEND ORDERS OF LESS THAN \$1.00. We positively cannot fill them at these prices. In fact, we could not offer such prices except to close-out stock we already have. Take advantage of these prices and invest your savings in War Savings Stamps. The bulbs will be up to the usual Richglad Garden quality.

We wish to thank our many friends for their patience, kind letters and offers of assistance. People who grow flowers are really fine folks. We greatly appreciate their interest and kindness.



## OTHER VARIETIES

We have small stocks of all varieties listed in our 1941 Catalog. Order them at prices catalogued for 1942 by other growers or at prices in our 1941 Catalog. We will send extra bulbs if your remittance is too much.

Copy of our 1941 Catalog will be sent on request.